

Maternal and Family Health Priority Overview Breastfeeding: Information for Hospitals



Breastfeeding Recommendations:

- The World Health Organization (WHO) and United Nations Children's Fund (UNICEF) recommend that initiation of breastfeeding occur within the first hour of life.
- Breast milk within the first few days of lactation, called colostrum, is filled with antibodies and growth proteins. It also helps develop the infant's digestive system.
- Exclusively breastfeeding (consumption of human milk with no other liquid or food, including water) for six months and continued breastfeeding until at least 12 months is recommended.¹
- Some women cannot or should not breastfeed, and every woman should speak with her health care provider to determine what is right for her and her infant.¹











Health Benefits for Mom¹

- Mom returns to pre-pregnancy weight faster
- Reduced maternal risk of:

Diabetes Cardiovascular disease Breast and ovarian cancer Postpartum bleeding

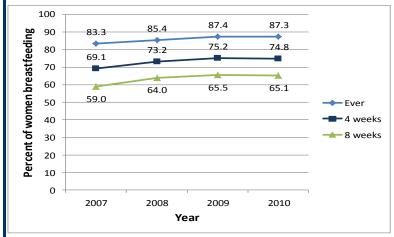
Health Benefits for Baby¹

- Filled with antibodies and immunologic properties to protect against infection
- · Reduced infant risk of:

Diabetes Allergic disease Respiratory tract infections Gastrointestinal tract infections Sudden infant death syndrome

Breastfeeding in Wyoming

Percent of women ever breastfeeding and continuing at 4 and 8 weeks, WY PRAMS 2007-2010



Between 2007 and 2010, 85.8% of Wyoming mother initiated breast-feeding.

Barriers to breastfeeding reported in 2007-2008 WY PRAMS:

- Didn't like breastfeeding-35.4%
- Returned to work/school-19.8%
- Other kids to care for-18.6%

About a quarter of women who had attempted breastfeeding quit before their infant was eight weeks old.

For more information about WY PRAMS visit: http://www.health.wyo.gov/familyhealth/mchepi/ prams.html



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Successful Breastfeeding in Hospital Facilities in Wyoming

Baby-Friendly Hospital Facilities

To earn a "baby-friendly" designation requires hospital facilities provide the recommended care for lactating mothers and their babies. The 10 standards listed below outline the required care for accreditation as outlined by the United Nations Children's Fund (UNICEF). Powell Valley Healthcare was the first Wyoming hospital to receive accreditation in September 2010. As of December 2011, 2% of Wyoming infants were born in "baby-friendly" facilities. The national goal, set by Healthy People 2020, is to have 8.1% of US live births occur in "baby-friendly" hospitals⁵.

A Colorado study found that facilities could significantly increase breastfeeding rates by adhering to five of the ten maternity practices in the "baby-friendly" model. The *Colorado Can Do 5!* initiative promoted five practices to improve outcomes and found hospital facilities reporting it was a great first step toward achieving all 10 practices required for "baby-friendly" designation. The five steps found to be successful by Colorado are bolded and italicized below⁶.

The Ten Steps to Successful Breastfeeding in Hospital Facilities⁷

- Have a written breastfeeding policy that is routinely communicated to all health care staff.
- 2. Train all health care staff in skills necessary to implement this policy.
- 3. Inform all pregnant women about the benefits and management of breastfeeding.
- 4. Help mothers initiate breastfeeding within one hour of birth.
- 5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
- Give newborn infants no food or drink other than breast milk, unless medically indicated.
- 7. Practice "rooming in"—allow mothers and infants to remain together 24 hours a day.
- 8. Encourage breastfeeding on demand.
- Give no pacifiers or artificial nipples to breastfeeding infants.
- Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

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Percent of Births at Baby-Friendly Facilities in 2011



Source: NCHS (2009 Births, 2011 Facilities - Babyfrendly.org)



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Commit to your health.